



2017

CORPORATE SOCIAL RESPONSIBILITY

PROGRESS REPORT

IIAVAS
GROUP

“

*CSR is becoming more and more important to our clients who now systematically ask us about our commitments during global pitches and increasingly so in local pitches.
CSR is an essential part of our mission which aims to make brands meaningful.*

”

Yannick Boffré

A close-up photograph of vibrant green leaves covered in numerous clear water droplets, creating a fresh and natural aesthetic. The background is a dense field of these leaves, with some in sharp focus and others blurred.

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**OUR 4
RESOURCE
COMMITMENTS**

1/ CREATING AND IMPLEMENTING FRAMEWORKS TO MANAGE OUR CSR UNDERTAKINGS



ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2016
Increase size of the CSR network	<p>Percentage of group headcount covered by a CSR contributor</p> <hr/> <p>The CSR network is comprised of 176 collaborators in 50 countries representing 100% of all collaborators.</p>	

2/ CONTINUOUS REPORTING OF ENVIRONMENTAL AND SOCIAL DATA THROUGH ONLINE PLATFORMS



ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2016
Remain at the forefront of innovative online platforms for social and environmental reporting	<p>Progress of tool implementation worldwide</p> <hr/> <p>The reporting platform Harmoni was set up and employed for the seventh consecutive year</p>	

3/ INVOLVING SUPPLIERS IN THE ADVANCEMENT OF OUR CSR POLICIES



10

GLOBAL SUPPLIERS
PARTICIPATED IN THIS YEAR'S CSR
REPORTING

ACTIONS/OBJECTIVES

KPIs

**ADVANCEMENT
COMPARED TO 2016**

Create a database listing
responsible suppliers

Number of suppliers that have
been integrated into the approach

10 global suppliers participated in
this year's CSR reporting



4/ RAISING AWARENESS AND MOBILIZING ON THE ISSUES OF SUSTAINABLE DEVELOPMENT AND RESPONSIBLE COMMUNICATIONS AMONG COLLABORATORS



42

AGENCIES
(THAT REPRESENT
22% OF ALL
COLLABORATORS)

HAVE IMPLEMENTED TOOLS
AND COMMUNICATION
RESOURCES TO ENGAGE
COLLABORATORS ON THE
SUBJECT OF SUSTAINABLE
DEVELOPMENT

ACTIONS/OBJECTIVES

KPIs

**ADVANCEMENT
COMPARED TO 2016**

Increase in number of
trainings on the issues of
sustainable development and
responsible communications

Number of employees and percentage that
have received trainings on sustainable deve-
lopment and/or responsible communications

858 collaborators participated in
trainings on sustainable development
and/or responsible communications





2

**OUR 6
COMMITMENTS
TO PROGRESS**

1 / PROMOTING A HARMONIOUS AND HEALTHY WORKING ENVIRONMENT THAT SUPPORTS COLLABORATORS' GROWTH AND DEVELOPMENT

FEMALE/ MALE DISTRIBUTION



AVERAGE AGE OF COLLABORATORS
35 yrs



55%
OF ALL COLLABORATORS HAVE PARTICIPATED IN A TRAINING ON DIVERSE SUBJECTS

ACTIONS/OBJECTIVES

KPIs

ADVANCEMENT COMPARED TO 2016

Support equal opportunity initiatives in our agencies

Number of individuals with disabilities working on behalf of Havas group

101 collaborators that identify as disabled



Gender diversity in creative and managerial positions

Executive
♂60% ♀40%
Creative
♂59% ♀41%



Number of diversity initiatives

137 initiatives



Attract and retain talent by offering engaging career opportunities and leadership development programs

Number of Havas loft participants

150 collaborators have participated in the Havas loft program since its launch in 2014



Number of training hours delivered in 2017 and number of training participants in 2017

129 195 hours
9466 collaborators representing 55% of all Havas Group collaborators



Turnover rate

34%



Absenteeism

3%



2/ REINFORCING SOCIALLY RESPONSIBLE PROCUREMENT POLICIES IN OUR SUPPLY CHAIN



SILVER

HAVAS CONTINUES TO BE RANKED AMONG THE BEST SUPPLIERS IN THE ADVERTISING AND MARKET RESEARCH CATEGORY BY ECOVADIS



IN 2017 RESPONSIBLE PURCHASING GUIDELINES WERE CREATED AND WILL BE IMPLEMENTED IN 2018

ACTIONS/OBJECTIVES

KPIs

ADVANCEMENT COMPARED TO 2016

Integrate CSR clauses in suppliers' contracts and CSR criteria in invitations to tender

Number of supplier contracts with a CSR clause on environmental and/or social practices

691 suppliers



Sustain our responsible supplier conduct to clients and other stakeholders

Ecovadis classification and certification level

Havas group rating
59/100
Certification
Silver





3 / PROMOTING TRANSPARENCY AND ETHICS IN OUR BUSINESS



60% OF COLLABORATORS WERE BRIEFED ON HAVAS' CODE OF CONDUCT



1477 TRAININGS ON DATA SECURITY IN 2017

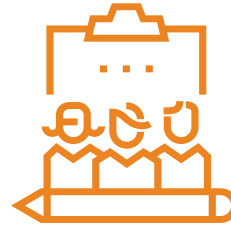
ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2016
<p>Ensure collaborators incorporate the Havas code of ethics in all aspects of their work</p>	<p>Percentage of collaborators presented and trained on the Havas Code of Ethics</p>	<p>60% of headcount </p>
<p>Guarantee rigor on data security and data integrity by preserving the confidentiality, value and availability of proprietary, consumer and client third-party and open data</p>	<p>Accreditations: ISO 27001:2013 and ISO 9001 Affiliation to data protection agencies such as: FEDMA, ICO DMA</p>	<p>Artemis Alliance and Havas Helia are certified ISO27001 1477 trainings on data security </p>

4/ TAKING THE LEAD IN THE CREATION AND DIFFUSION OF RESPONSIBLE COMMUNICATIONS THROUGHOUT OUR AGENCIES AND IN COLLABORATIONS WITH CLIENTS AND PARTNERS



52 AGENCIES

REPRESENTING 36% HAVE DONATED TO ASSOCIATIONS...

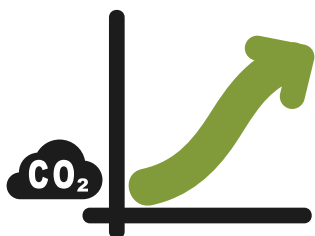


OUT OF **3280 CREATIVE PROJECTS**

SUBMITTED FOR REVIEW BEFORE BROADCASTING, ONLY 5% WERE JUDGED NON-COMPLIANT

ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2016
<p>Promote tools and collaborative strategies dedicated to sustainable development</p>	<p>Monitoring of Responsible communication initiatives in all of the group's agencies</p> <p>Number of consultations with stakeholders prior to the conception of a communication campaign</p>	<p>In 2017, 378 campaigns were designed in collaboration with sustainable development experts (internal or consultants)</p> <p>13 campaigns were conceived after consulting client stakeholders</p>
<p>Engage our communities and partners through pro bono work</p>	<p>Number of pro bono campaigns and corresponding number of working days</p>	<p>112 pro-bono campaigns resulting in 3885 working days</p>
<p>Up hold our promise to combat stereotypes in our work</p>	<p>Number of complaints or suits brought against any of our communication campaigns and percentage of campaigns found non compliant</p>	<p>Out of 3280 creative projects submitted for review before broadcasting, only 5% were judged non-compliant</p>

5/ REDUCING THE ENVIRONMENTAL FOOTPRINT OF OUR OPERATIONS



GROUP'S CARBON FOOTPRINT
LOW GHG - INCREASE OF GHG/
COLLABORATORS OF 0.8 T.EQ CO₂

THROUGH THEIR PROGRAM "ACTVERTISING"
BETC COLLECTED OVER

40K€ FOR THE CARBON COMPENSATION

OF THE PRODUCTION OF ADVERTISING
CAMPAIGNS FOR THEIR CLIENTS
SUCH AS YVES SAINT LAURENT, LA
FRANÇAISE DES JEUX OR LACOSTE

ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2015
<p>Lower CO₂ emissions according to our 2015-2020 goals (-20% per collaborator)</p>	<p>Annual update</p>	<p>Update of carbon footprint for 2017. The GHG emissions have increased to 143 683 t.eq CO₂, equal to 7,3 t.eq CO₂ per collaborator</p> <p>For 2017, the group has seen its emissions increase 0,8 t.eq CO₂ per collaborator</p>
<p>Reduce consumption of standard office paper by 40% for the period 2015-2020</p>	<p>Quantity of paper consumed. The goal for 2020 is a 40% reduction</p>	<p>In 2017, total paper consumption decreased to 249 tons, equal to 16 kg per collaborator. This ratio is 12% lower than last year</p>
<p>Use of 100% recycled or certified paper FSC/ PEFC</p>	<p>Percentage of recycled and/or FSC/PEFC-certified paper and variance from goal of 100% recycled or certified paper in 2017</p>	<p>Recycled and/or certified paper represents 76% of all global office paper consumption</p>
<p>Reduce volume of waste per collaborator by 20% for the period 2015-2020</p>	<p>Total waste and variance from the goal of a 15% reduction in 2015. The new goal for 2020 is a 20% reduction in total waste</p>	<p>In 2017, total waste was 2252 tons, equal 144 kg per collaborator. This represents an increase of 12% per collaborator</p>
<p>Implement recycling systems throughout all Havas agencies</p>	<p>Number of entities (and corresponding percentage of group headcount) to implement recycling programs for paper and waste</p>	<p>218 agencies which represents around 75% of all collaborators implemented recycling programs</p>

6 / MAINTAINING OUR COMMITMENT TO COLLABORATIVE EFFORTS IN REDUCING CLIMATE CHANGE



45
CAMPAIGNS
DEDICATED TO CLIMATE CHANGE
WERE CREATED THIS YEAR

ACTIONS/OBJECTIVES

KPIs

ADVANCEMENT
COMPARED TO 2016

Become leaders in the media industry on the issue of climate change through events and client collaborations

Advancement on UN Common Ground initiative

8 agencies have participated in Common Ground related initiatives



Employ our influence to raise awareness on the issue of climate change

Number of campaigns related to the issue of climate change

45 campaigns dedicated to climate change were created this year





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GROUP